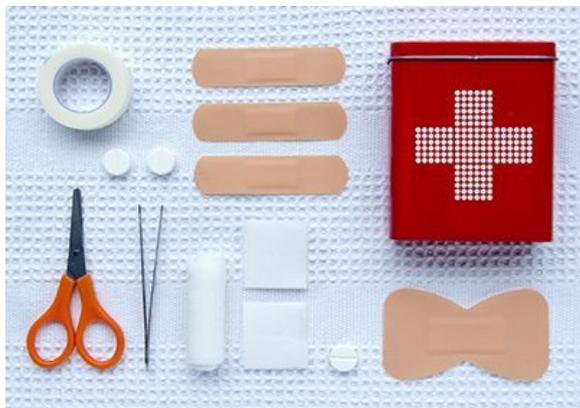


## First Aid - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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The first aid category is experiencing flat sales in 2016 due to declines in foot care and an overall value-driven mindset among consumers. Future growth is projected to be modest as consumers continue to seek out products that provide value, durability, and functionality, and a shopping experience that is transactional rather than experiential.

This report looks at the following areas:

- Market sales soften due to foot care, future outlook is steady
- Self-treating and ignoring expiration dates indicates low engagement
- Importance of price indicates limited interest in brands, premium offerings
- Need for a quick, consolidated shopping experience

To best maximize growth potential, stakeholders can hone in on parents, as many are willing to engage in the category beyond the general population.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Market sales soften due to foot care, future outlook is steady

Figure 1: Total US sales and fan chart forecast of first aid products, at current prices, 2011-2021

Self-treating and ignoring expiration dates indicates low engagement

Figure 2: purchase habits related to self-healing and expiration dates, December 2016

Importance of price indicates limited interest in brands, premium offerings

Figure 3: Purchase and shopping behaviors related to price, December 2016

Need for a quick, consolidated shopping experience

Figure 4: Select attitudes toward first aid shopping experience, December 2016

The opportunities

Emphasize durability and functionality

Figure 5: Select first aid purchase influencers, any important (net), December 2016

Market premium offerings to parents

Figure 6: Select parent attitudes toward first aid, December 2016

What it means

### The Market – What You Need to Know

First aid growth is flat in 2016, but growth is expected to stabilize

First aid treatments and accessories drive category growth

Importance of physical wellness, self-healing influence first aid sales

Decline in births and increase in older populations could hinder demand

### Market Size and Forecast

2016 sees flat sales, future poses modest growth

Figure 7: Total US sales and fan chart forecast of first aid products, at current prices, 2011-2021

Figure 8: Total US retail sales and forecast of first aid products, at current prices, 2011-21

### Market Breakdown

First aid accessories and treatments see steady sales growth

Muscle/body support and foot care device sales see volatility

Figure 9: Total US retail sales and forecast of first aid products, by segment, at current prices, 2011-21

Supermarkets and other retailers steal share from drug store channel

Figure 10: Total US retail sales of first aid products, by channel, at current prices, 2011-16

Figure 11: Total US retail sales of first aid products, by channel, at current prices, 2014 and 2016

### Market Perspective

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Physical wellness is important to adults, supports sales  
Self-healing persists

## Market Factors

Decline in family households, births could hamper first aid growth  
Figure 12: Households, by presence of own children, 2006-16

Figure 13: Number of births in the US, 2007-2015

Growth of Baby Boomers/Swing Generation could hinder sales  
Figure 14: Population by age, 2012-22

Kids' sedentary lifestyles lowers need for first aid  
Healthcare system woes could possibly feed first aid growth

## Key Players – What You Need to Know

Johnson & Johnson, private label see strong growth  
Brands are winning by emphasizing functionality and value  
Some branded options and newer foot care devices struggle to keep up  
More functional packaging, new tech-related injuries on the horizon

## Manufacturer Sales of First Aid

J&J, Mueller Sports Medicine, Implus lead brand growth  
Private label increases market share as consumers seek value  
Figure 15: MULO sales of first aid, by leading companies, rolling 52-weeks 2015 and 2016

## What's Working?

Brands emphasizing durability and functionality  
Store brands embracing value and functionality

## What's Struggling?

Branded options struggle as private label grows  
Momentum slows for newer foot care devices

## What's Next?

New packaging and ingredients that enhance functionality  
Tech-related injuries opens up new market for muscle supports

## The Consumer – What You Need to Know

Highest penetration seen in adhesive bandages, followed by antiseptics  
Consumers show signs of disengagement in first aid  
Function, durability, and price influence product purchases most  
Some guess which product to use, but not interested in assistance  
Pain relief is most sought benefit among skincare treatments  
Parents are proactive and willing to spend

## First Aid Purchases

Adhesive bandages are signature first aid item

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Antiseptic and wound products purchased by many, but less frequently

Figure 16: First aid products purchased, December 2016

Products for serious injuries purchased more by parents, fathers

Figure 17: Select first aid products purchased (net), by parental status by gender, December 2016

Presence of kids, openness to innovation drive younger generations

Figure 18: Select first aid products purchased (net), by generation, December 2016

Youth, physical labor drive Hispanic purchases

Figure 19: First aid products purchased (net), by Hispanic origin, December 2016

### Purchase Habits

Many consumers are disengaged...

...yet some keep first aid on hand whenever they go out

Store brands are well perceived in first aid

Figure 20: First aid purchase habits, December 2016

Older consumers budget focused, less engaged

Figure 21: Select first aid purchase habits, by generation, December 2016

Parents are more engaged in first aid

Figure 22: Select first aid purchase habits, by parental status, December 2016

Avoidance of healthcare professionals drive Hispanics engagement

Figure 23: Select first aid purchase habits, by Hispanic origin, December 2016

### Purchase Influencers

Durability and functionality drive first aid purchases

Price is key for first aid shoppers

Product appearance, reviews, and recommendations are secondary

Figure 24: First aid purchase influencers, December 2016

Regardless of age, consumers prioritize durability and functionality

Figure 25: Select first aid purchase influencers, any important (net), by generation, December 2016

Parents' high engagement prompts purchase influencer importance

Figure 26: Select first aid purchase influencers, any important (net), by parental status by gender, December 2016

Hispanics more influenced by recommendations, brand

Figure 27: Select first aid purchase influencers, any important (net), by Hispanic origin, December 2016

### Shopping Experience

Quick, consolidated trips are preferred

Despite guessing, many not interested in assistance

Figure 28: Attitudes toward first aid shopping experience, December 2016

Figure 29: First aid shopping experience attitudes, by unburn treatments purchased (net), December 2016

Younger generations more interested in kits, employee assistance

Figure 30: Select attitudes toward first aid shopping experience, by generation, December 2016

Parents seek more guidance

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Figure 31: Select attitudes toward first aid shopping experience, by parental status, December 2016

Some Hispanics appreciate knowledgeable staff, may spend more time

Figure 32: Attitudes toward first aid shopping experience, by Hispanic Origin, December 2016

## Product Benefits

Pain relief most sought benefit amid desire for functionality

Skin benefits of secondary interest

Figure 33: Interest in added benefits, December 2016

Generational differences are minimal as function reigns supreme

Figure 34: Interest in added benefits, rank 1, by generation, December 2016

Elevated interest in natural claims among parents

Figure 35: Interest in added benefits, rank 1, by parental status, December 2016

## Parents' Attitudes toward First Aid

Nearly half of parents are proactive with first aid readiness

Opportunity to market first aid products when kids start activities

Figure 36: Parents' attitudes toward first aid, December 2016

More children equals more injuries

Figure 37: Parents' attitudes toward first aid, by number of children under 18 in the household, December 2016

Hispanic parents less willing to spend

Figure 38: Parent attitudes toward first aid, by Hispanic origin, December 2016

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

## Appendix – Market

Figure 39: Total US sales and forecast of first aid products, at inflation-adjusted prices, 2011-21

Figure 40: Total US retail sales of first aid products, by segment, at current prices, 2014 and 2016

Figure 41: Total US retail sales and forecast of first aid accessories, at current prices, 2011-21

Figure 42: Total US retail sales and forecast of foot care devices, at current prices, 2011-21

Figure 43: Total US retail sales and forecast of muscle/body support devices, at current prices, 2011-21

Figure 44: Total US retail sales and forecast of first aid treatments, at current prices, 2011-21

Figure 45: US supermarket sales of first aid products, at current prices, 2011-16

Figure 46: US drug store sales of first aid products, at current prices, 2011-16

Figure 47: US sales of first aid products through other retail channels, at current prices, 2011-16

## Appendix – Key Players

Figure 48: MULO sales of first aid accessories, by leading companies and brands, rolling 52 weeks 2015 and 2016

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Figure 49: MULO sales of first aid treatments, by leading companies and brands, rolling 52 weeks 2015 and 2016

Figure 50: MULO sales of foot care devices, by leading companies and brands, rolling 52 weeks 2015 and 2016

Figure 51: MULO sales of muscle/body support devices, by leading companies and brands, rolling 52 weeks 2015 and 2016

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